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REPORT ON THE CURRENT
STATUS
OF
HISTORICAL SITES IN
HAMILTON

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INTRODUCTION

We are pleased to present this report on the Hamilton Historical Board's four historical sites. The purpose of this paper is to present a comprehensive well, organized and up-to-date study of the Hamilton population's awareness and and perceptions towards their historical sites. It is the hope of the authors of this report that the information presented within, will provide the Hamilton Historical Board with a valuable tool for decision-making in the future. The answers to the various questions are tabulated in table form and hopefully will be a valuable input in the Board's future operating policies.

The recommendations presented in this report are only suggestions, and based solely on the results of the questionnaire and the feelings of the ten undergraduate students who took part in this research. Due to our limited practical experiences, any recommendations made must be given serious thought before considering their implementations. Thank you for giving us the opportunity to participate in this valuable learning experience.

OBJECTIVES

Based upon our talk with Mr. Lewis and his letter of February the 23rd we have outlined the objectives for The Hamilton Historical Board as the following:

- 1) To determine whether Hamiltonians are aware of their historical sites, and if so how aware are they in regards to the existence of the site, its location, funding and functions.
- 2) To determine how individuals in Hamilton perceive Hamilton's historical sites in relation to certain attributes. In relation to this we would also like to determine the respective importance of these attributes. We would do this in order to gain some insight into whether these attributes are important criteria in determining whether an individual would visit a historical site or not.
- 3) To discover the expectations individuals have in regards to what types of displays and presentations they would like to see.
(i.e. types of displays; audio, video, historical reenactments etc.) We would also like to discover what subject matter the people would like to see in these historical sites. By determining these we would hope to be able to discover future trends and directions for these historical sites.

Although these objectives seem to be relatively straight-forward we would like to expand on them briefly here. By determining whether Hamiltonians are aware of their historical sites, this will help us in determining the type of promotional campaign to undertake. For example, if we discovered that Hamiltonians are not aware of these sites then we would advocate a program designed to increase Hamiltonians awareness of these sites. The solution is

as simple as that. If there are no problems with awareness then our next step would be to determine whether these individuals are visiting these sites or not.

In addition to the above mentioned uses of our information, we would also like to know what criteria Hamiltonians use in determining whether they go to a historical site or not. Then in addition to this we would like to know if the Hamilton sites rate favourably on the criteria that Hamiltonians feel are important. Finally we are also interested in people's views on the future of historical sites in Hamilton. With these objective in mind let us proceed to our discussion of the sampling plan.

THE SAMPLE

Group discussion established that a sample size of 400 interviews would meet our objective in determining the current levels of awareness, perceptions and attitudes of the Hamilton City population.

In view of the time constraint we are working under, the group decided that the interviewing of the sample individuals would be conducted with the use of the telephone.

Telephone interviewing has become in recent years a primary way of obtaining data. A telephone survey has some advantages over a mail survey, and the big selling point in our case is that it takes less time. The rate of response is higher because it usually is easier for respondents to cooperate, it takes less effort to answer the telephone and talk than to fill out a questionnaire.

Telephone interviews can collect data on nearly any subject, even those that are delicate and socially sensitive (even though museums do not fit this category). There is evidence to indicate that unless visual materials or complex questions are essential, telephone interviews yield essentially the same results as personal interviews and at a much lower cost. Since we are not using visual displays or complex questions this provides reinforcement to our desire of using the telephone.

The use of telephone has disadvantages as well. They are limited to oral communication; visual aids or observations cannot be included; and interpretation of results must make adjustments for subjects who are not at home, and for those without telephones. The number of not-at-homes however, can be significantly reduced by callbacks, which are possible at relatively low cost in a variety of time periods.

Almost one in five households are excluded from telephone directories by

choice or because the person moved after publication of the directory. Studies have shown that certain types of persons tend to have unlisted telephones. As a result of these factors, the ability to achieve a truly representative sample becomes more and more difficult.

Two two major reasons why we finally decided on conducting a telephone survey were:

- (i) First, we felt that due to the time constraint this type of survey would save us valuable time.
- (ii) Although we have an expense account we felt that since this is our first practical experience outside the classroom we should not take advantage of the account. That is, we analyzed the telephone - personal interview decision on a cost/benefit basis. Thus because a telephone interview is cheaper than a personal interview we decided to collect our information in this manner. Of course we realize we have sacrificed a great deal of flexibility by choosing the telephone interview but we still feel it is the most feasible way to do this survey under the present conditions.

It was decided that we would conduct the interview with the first adult we spoke to at the determined phone number. An adult, for our purposes, was defined as an individual having attained the age of at least 16 years. It was considered that an individual of this age would be a decision maker in terms of the choice of visiting Hamilton's historical sites.

Selection of the Sample

The Hamilton City telephone book was used as a representation of Hamilton's population and from this we selected a sample of 450 phone numbers

It was hoped that by choosing 450 numbers we could contact at least 400 subjects. The choice of 400 subjects was made because we felt this could give us a true representative sample of the population (i.e. assuming a random sample). In addition, a sample size of 400 is a good manageable number to work with. It is not an overburdening number and yet it still provides us with a large enough sample, that we can predict with a high degree of confidence that our sample is representative of the Hamilton population.

This random selection was conducted with the use of the Hewlett Packard 2000 computer available at the university. A program was prepared using a random number generator to select a number from 88 to 1360 , exclusively. This interval represents the total number of columns in the Hamilton City directory. The random number selected was divided by 4 to yield a page number (ther are 4 columns on each page) and the remained of this division indicated the column on that particular page that was to be referred to. Again another random number generator was used to select a number from 1 to 104, exclusively. This allows the random selection of a row from the determined column. So, now a page, column and row have been randomnly selected from the telephone book. This procedure was performed 450 times. The next step involved in the sample selection was the selection of the actual phone numbers to be used. This involved manually looking up each number in the telephone book according to the numbers generated by the computer program. When the row specified, related to a business telephone number the search was continued to the next residential phone number below the business number.

A list of names, addresses and phone numbers were gathered and distributed among group members so that our interviews could be carried out.

The actual number of residents contacted wer 247 household. The discrepancy between the original sample size selected and those actually

interviewed can be explained as:

- (1) listings that were no longer in service
- (ii) individuals not at home, and
- (iii) individuals refusing to participate in the interview.

We felt that the loss of this portion of the sample did not affect the randomness of selection since those not at home at initial attempt of contact were once again attempted on following days at different times.

HOW THE QUESTIONNAIRE RELATES TO THE OBJECTIVES:

In using question #3 and #4, we attempted to determine whether according to objective #1, Hamiltonians were aware of their historical sites. In question 3 we tested for awareness using unaided recall. The reason for using this approach was to determine the feeling of what people generally regarded as historical sites. Question #4 on the other hand, used an aided recall approach aid in this sense we were defining for them what the historical sites were and determining whether or not they were aware of them.

Question #5 was asked to determine whether those individuals who were aware of the historical sites (obtained from question #4) had significantly different patronage patterns from those who were not aware (this will become more evident in our later analysis).

Question \$6, #7, and #8 were asked to determine whether Hamiltonians were aware of the locations of the historical sites, pending the responses given in question #4 (See questionnaire for more detailed explanation). As you will note, we did not ask respondents whether they did or did not know where Dundurn Castle was located because we assumed that the vast majority of the population knew this fact.

Question #9 was used to determine what the Hamiltonians perceive the functions of the Hamilton Historical sites to be. It was designed to permit the respondent to give his own ideas and not for interviewer to aid in the response.

Question #10 and #11 were asked to find out how aware the subjects were to the findings of the Hamilton Historical sites. We wanted to determine people's impressions of the sources of financial aid for the sites and also to determine which source, in their opinion, provided the greatest amount of aid.

In our initial group discussion it was ascertained that we would use

the multi-attribute model of Rosenberg. The Rosenberg model (as shown below) is similar in all respects to Fishleins expectancy-value model, except for the difference between Rosenberg's "importance" variable and Fishlein's "value" variable. Without going into great detail about the Rosenberg's model the basic promise fo the model is that one could determine the attitude of an individual toward a product, (in this case a historical site) in a mathematical way.

The equation was the following:

$$A = \sum_{i=1}^n P_i I_i$$

where A is the attitude, P is the perceived instrumentality that attribute "i" will lead to the attainment of a value and I is the importance of the value to the respondent.

In regards to our survey, P relates to the probability that historical site "i" has the value the individual regards as important and I is the importance of this value to the individual. We thought this model would be excellent for our purposes. However, much to our dismay upon further analysis we had to drop this formalized method of obtaining an individual's attitude on the Hamilton historical sites. The reasons were twofold:

- 1) Due to the nature of our interview, namely telephone, it would have virtually been impossible to obtain over the phone and individual's perceived probability that a site has a certain attribute. Likewise, obtaining an "importance rating for each feature" in mathematical terms would have been very difficult to do.
- 2) The complexity of the model was too involved for the practical purpose we were using it for. That is, none of the group members felt comfortable with the model because there was some discrepancy in how to interpret and use the A values once ascertained. In addition, it would be expecting much to much to assume that anyone

outside the theoretical confines of marketing and selected field could understand the model, much less benefit from it.

Thus as a result, we decided to develop in our own way an attribute model that suits the practical purposes which we need it for. As a result we will be testing in question #12 and 13, the two variables that made up the Rosenberg model, but we will not be doing it by a formalized structure. That is, Question #12 is in essence determining I, the importance of the features to the respondent and question #13 is determining the probability that the historical site has the feature that the individual regards as important. It is our hope that the simplification of this complex model will better serve the needs of the Hamilton Historical Board. Question #12 and 13 relate directly to our second objective.

Question #14 was asked in order to determine what kind of new museum the respondents would like to see. It was hoped that by asking this question, we would be able to determine whether there was existed interest in other possible types of museums, and in general, if there was a trend in the desires for certain classes of museums.

Questionnaire

1. Hello, I'm a student from McMaster University and am conducting a study on attitudes towards historical sites and I would like to ask you a few questions.

- ☐ Yes (Go to 3)
☐ No (Go to 2)

(If the individual hangs up, refuses to take part in the survey, etc. we would try to encourage the individual, with statements such as : " It will only take a few minutes " & " You would be helping us tremendously.)

2. Terminate the interview.

3. Here we go ... Could you name any historical sites which are located in the city of Hamilton? (If the reply is affirmative than check below which historical sites he or she mentions. If the individual mentions a site that is not on the list below than disregard the answer.)

- ☐ Dundurn Castle
☐ Whitehern
☐ The Children's Museum
☐ Hamilton Military Museum

4. Which of the following historical sites have you heard of?

- ☐ Dundurn Castle
☐ Lord Jackson's House
☐ Hamilton's Children Museum
☐ Whitehern
☐ Courtney Hall
☐ Hamilton Military Museum

(If the individual named all of the historical sites in question #3 then we would disregard question #4 for this individual. Likewise, whichever historical sites were mentioned in question #3 should be disregarded from the list presented in question #4.)

5. Have you ever been to

- ☐ Dundurn Castle
☐ Hamilton Children's Museum
☐ Whitehern
☐ Hamilton Military Museum

6. Do you know where the Military Museum is located?

- ☐ Correct response
☐ Incorrect response

(A correct response would be Dundurn Park, Dundurn and York Streets or a reasonable facsimile. In addition we would only ask this question of those who were aware that the Military Museum existed.)

7. Which historical site is located at the corner of Jackson and Ferguson Streets?

- ☐ Correct response
☐ Incorrect response

(A correct response would be Whitehern. In this question as well as the one above we would only ask the individual this question if he or she has heard of Whitehern, which we will have determined from questions #3 and #4.)

8. What museum is located in Gage Park?

- ☐ Correct response
☐ Incorrect response

(The correct response is The Children's Museum. Once again we ask this question only if the individual is aware of the existence of the Children's Museum.)

9. What do you see as the main function of a historical site?

- ☐ To provide knowledge of the past
☐ To collect and preserve historical artifacts
☐ To be used as a reference source

Other: _____

(This is an open - ended question. These three responses are available to the interview in that if one of the three responses is given it can be checked. If not, there is space provided to write down the answers that are given. Use point form.)

10. Where do these historical sites get their financial aid from?

- ☐ Government Subsidies
☐ Admission Revenues
☐ Private Grants and Donations

(If the individual chooses more than one of the above then go to question #11, if not go to question #12.)

11. Which of these sources provides the greatest amount?

- ☐ Government Subsidies
☐ Admission Revenues
☐ Private Grants and Donations

12. What I would like to do now is ask you to tell me what you personally feel are the most important features of a good historical site.

I will mention a feature and ask you to tell me whether or not you feel this feature is important. You may say the feature is very important, important, of little importance or of no importance. Here we go ...

Do you feel that ----- is a very important feature of a museum, an important feature of a museum, of little importance to a museum or of no importance to a museum. (check below)

	Very Important	Important	Of Little Importance	No Imp.
a low admission price				
the availability of eating establishments				
easy transportation access to the museum and free parking				
having a gift shop				
the display of exhibits in an exciting way				
a friendly and knowledgable tour guide				
participation of the audience in displays, etc.				
the hours a museum is open				
displays that change frequently				
having artists and craftsmen at the sites displaying their work				
holding meetings for special interest groups eg. antique furniture groups.				

(For the blank in the question one enters the statement on the right hand column.)

Y3. We would now like to determine whether you think the Hamilton historical sites have these features?

(In this case only ask the individual only those questions that have to do with the features they marked very important or important in the previous question. i.e. if the individual did not rate the low admission price as a very important or an important feature then we do not ask part (a) of this question. In addition for each of the following questions one can ask about which historical sites.)

(a) Do you think the Hamilton historical sites have a low admission price?

☐ Yes
☐ No

Why? _____

(b) Do you think the historical sites in Hamilton are easily accessible to in regards to the transportation system and free parking?

☐ Yes
☐ NO

Why do you feel this way? _____

(c) Do you think the historical sites in Hamilton have eating establishments available to the visiting public?

☐ Yes
☐ No

At which historical sites are you aware that there are eating establishments nearby?
(Ask if the individual answered yes to the first part of (c).)

(d) Do you think the historical sites in Hamilton have good gift shops?

☐ Yes
☐ No

Why do you feel this way? _____

- (e) Do you think that the historical sites in the Hamilton area display their exhibits in an exciting way?

☐ Yes

☐ NO

Why do you feel this way? _____

- (f) Do you think the historical sites in Hamilton are open to the public at convient hours?

☐ Yes

☐ No

Why do you feel this way? _____

- (g) Do you think the Hamilton historical sites have friendly and knowledgable tour guides?

☐ Yes

☐ No

Why do you feel this way? _____

- (h) Do you think the historical sites in Hamilton allow the visiting public to actively participate in the displays and exhibits?

☐ Yes

☐ No

Why do you think this? _____

- (i) Do you think the displays within the Hamilton historical sites change often enough?

☐ Yes

☐ No

Why do you feel this way? _____

- (j) Do you think the historical sites in the Hamilton area have artists and craftsmen available to demonstrate their skills to the public?

☐ Yes

☐ no

Why do you think this? _____

(k) Do you think that the Hamilton historical sites hold meetings for special interest groups?

- ☐ Yes
☐ No

Why do you think this? _____

14. The Hamilton Historical Board is considering setting up a new museum in the Hamilton area. What topic of interest would you like to see as the theme for this development?

Would you be interested in going to an

- ☐ Industrial Museum
☐ Cultural/Ethnic Museum
☐ Arts and Craft Museum

Is there something else that you would prefer to see?

ANALYSIS OF DATA

Before we get started on our analysis of the data we would like to discuss a few of the methods we will use in tabulating the scores etc., First of all, we will be analyzing each question separately except for question 12 and 13 in which we hope to cross tabulate in order to determine whether the features that individuals feel are important in a historical site are found in the Hamilton sites. Also, in this analysis, we will be giving absolute figures for questions such as "197 people out of 250 mentioned Dundurn Castle on question #3", and also giving the relevant percentages that are applicable in each case. (Such as 197 out of 250 is 78.6%). We will also be presenting these figures on data tables whenever possible so that the reader may be in a better position to view the data in aggregate.

In order to make calculations simpler we will be using as our base figure 250 subjects. In actual fact only 247 completed questionnaires were compiled, but we feel that calculating percentages out of 250 will not unduly affect the significance of our results.

It is important to note that "question #11" has been eliminated from the questionnaire due to improper interviewer behaviour. That is, the interviewers varied in the way they administered the question and to who they administered the question. As such we felt it better to eliminate the question because the data as it now stands is not meaningful and may only confuse the reader. We hope that question #10 will provide enough information on how the Hamiltonian population views the financial aiding of the Hamilton Historical sites. With this introduction we will now begin.

Question #1 and #2 in our questionnaire are only introductory questions and as such do not need any further analysis.

Question #3 indicates to us how many individuals can recall historical

sites without any aid from the interviewer. The results of this question are presented in Table 1 (which is on the following page.) the results are presented in each absolute form and also as a percentage of the total 250 subjects.

The data appears to indicate that about 4 out of 5 individuals could name Dundurn Castle without any kind of aid from the interviewer. This type of response rate, to this type of question is extremely high. About one out of three individuals recalled Whitehern while the percentages for the Children's Museum and the Military Museum were much less. As a matter of fact the response "Royal Botannical Garden" and "Battlefield Park in Stoney Creek" were almost as common as people naming the Hamilton Military Museum. Thus, there is an indication that there may be a problem with awareness. That is, from this unaided question it appears that the Military Museum is not prevelant in the individual's minds as an historical site. The low 3.690 figure for the Children's Museum is a little more understandable, because the way in which the question was worded, many people may not perceive the Children's Museum as an historical site. The "others" listed, range from old churches to Hamilton Place, and from restaurants (Ancaster Old Mill) to marshes (Cootes Paradise). Question #4 will provide us with additional information on Hamiltonians' awareness of their historical sites. It is to this question which we will now turn our attention.

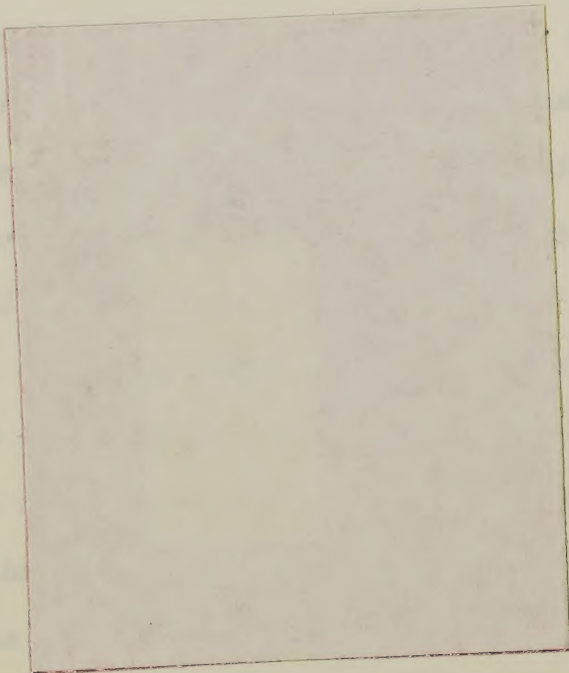


Table 1

Historical Sites Mentioned

Question 3:

Could you name any historical sites which are located in the city of Hamilton?

	Number of Individuals	Percentage of Individuals
Dundurn Castle	197	78.8%
Whitehern	79	31.6
Children's Museum	9	3.6
Hamilton Military Museum	17	6.8
Others:		
Battlefield Park, Stoney Creek	14	5.6
Royal Botanical Gardens	13	5.2
Churches	1	.
(e.g. Cathedral of Christ the King		
St. James Anglican		
McNab Church)	12	4.8
Gore Park	4	1.7
Football Hall of Fame	4	1.7
McMaster University	2	.8
City Hall	2	.8
James St. Armouries	2	.8
Mohawk Trail School	2	.8
Hamilton Place	1	.4
Reference Library	1	.4
Ridge Road Lookout	1	.4
Ancaster Old Mill	1	.4
Old Barton St. Jail	1	.4
Cootes Paradise	1	.4
Gage Park "Engine"	1	.4
Ivor Wynne Stadium	1	.4
Royal Hamilton Museum	1	.4
Vinemount Women's Institute	1	.4
Brant Museum	1	.4

*sample size: 250

QUESTION #4

In question #4, we can see that we are using a form of aided recall in which the interviewer mentions the name of the historical site, and then asks the individual whether or not he has heard of it. In this type of question we have to be careful because what often happens is that the individual indicates that he has heard of the place when in actual fact he has not. To control for this what we have done is to include in our list of historical sites, two "dummy" sites (that is sites that do not actually exist). In this way, we can determine the percentage of the population that is saying they have heard of the site when in fact the site does not actually exist. We can use this data when analyzing the percentage of people that have heard of Dundurn Castle, Whitehern, Children's Museum and Military Museum. People may say that they have heard of the site when they did not, for a variety of reasons. For example, people want to present the interviewer with what he wants to hear or individuals may feel that they will appear to be "cultured" so they say they have heard of it. With this type of information in mind, we will go ahead and analyze the data obtained for Question #3 (which is contained in Table 2).

The first thing that one notices is that over 25% of the Hamilton population indicate that they have heard of Lord Jackson's House. Does this mean that 1 in 4 has "lied" about which historical sites they have heard about? Although at first glance this may seem to be the case, one cannot draw this conclusion. First of all our choice of "Lord Jackson's" as a historical site may have been a bad selection. That is, quite a few individuals associated the name "Lord Jackson" with the former mayor of the city of Hamilton, (by the name of Lloyd Jackson). This in itself would not cause that many problems, but there are others associated with the name Jackson, namely Lloyd Jacksons' Square in downtown Hamilton. Thus the best conclusion we can draw from this information is that people are really not "aware" of some of the historical sites in Hamilton. One lady even said that Lord Jackson's house

is not a historical site because Mrs. Jackson is still living there. This is an obvious association with the former mayor.

A better measure of whether an individual is knowingly telling the truth or not, is the selection of "Courtney Hall" which is a fictional site. Fifteen individuals said they heard of Courtney Hall, this is 6% of our sample. Thus the figures we obtain for the four real historical sites should be within 6% of the true number of people that have heard of the site.

An astounding 95.6% of the population of the city has heard of Dundurn Castle, thus there is obviously no problem with awareness in this regards. Forty-nine% of the population of Hamilton is aware of "Whitehern" which suggests that distinct possibilities exist for the increase of awareness in this case only 36% of those interviewed were aware that the Military Museum existed and only 1 out of 4 individuals were aware that the Children's Museum existed. Thus, there definitely is a problem with the awareness of these two site. Thus, this has implications for a promotional campaign that increases an individuals' awareness.

Table 2

Aided Recall

Question 4:

Which of the following historical sites have you heard of?

	Number of Individuals	Percentage of Total Sample
Dundarn Castle	239	95.6%
Whitehern	126	49.2%
Hamilton's Children Museum	64	24.8%
Hamilton Military Museum	90	36.0%
Lord Jackson's House	66	26.4%
Courtney Hall	15	6.0%

*sample size 250

QUESTION #5

In question #5, it is evident that increasing awareness would be a valuable goal for the Hamilton Historical Board to pursue (results are on Table 3). The reason for this is that not only the actual number of individuals increases but the rate at which awareness leads to visitorship also increases. That is only 24.8% of the population has heard of the Children's Museum but out of this 24.89%, 13% have actually visited the Children's Museum. In contrast, 95.6% of the population has heard of Dundurn Castle and out of these 95.6%, 66.9% of the individuals have been there, (this has very significant implications as it reinforces our conclusion in Question #4 that awareness is needed.) An example will provide better evidence of this. Say that we found that out of 50 people that were aware, 10% go to a site, then 5 people would visit this site. If 100 individuals were aware that this site existed then we would expect that 10% of the population or 10 people would have visited the site. However, as we have just indicated the percentage of those that are aware, that go to these sites increases as the number of those aware goes up.

Table 3

Individuals Who Have Visited These Sites

	Number of Individuals who were aware of the site *	Number of Individuals who were aware of and went to the site	Percentage of those who were aware and went
Dundern Castle	239	160	66.9%
Children's Museum	62	9	13.0%
Whitehern	123	36	29.2%
Military Museum	90	23	25.0%

*sample size: 250

QUESTION #6

Question #6 indicates to us whether or not those that have heard of the Hamilton Military Museum are aware or unaware of its location. In this case the interviewer marked down whether the respondent was correct in his or her response or whether the individual was incorrect. The interviewers were quite lenient in what they recognized as a correct response, as any response that indicated the general vicinity was accepted. The figures in Table 4 indicate that even with this lenient behaviour on the part of the interviewers, only 1/3 out of the individuals "that heard of the Military Museum" knew of its location. Thus out of the total Hamilton population only 12.8% of them knew of the Hamilton Military Museum and its location. Thus, it appears once again that improvements are called for in increasing awareness of the Military Museum.

QUESTION #7

Question #7 allows us to determine whether or not those that are aware of Whitehern, know of its location. In this incident, almost half of those individuals responded with a correct answer. Most individuals answered that it was located "somewhere behind City Hall". Thus 24% of the Hamilton population knew where Whitehern was location. Still over 50% of those who knew of Whitehern were ignorant of its location.

This information in conjunction with that which is provided in question #4 leads us to believe that of all those who were aware of Whitehern only a few knew of its location. So a valid strategy would appear to be to increase knowledge of the site on all fronts; i.e. not only increase Hamiltonians' knowledge of its existences but also of its location.

QUESTION #8

As we did in question #6 and #7, question #8 allows us to determine what percentage of those who had heard of the Children's Museum had knowledge of its location. Out of the 64 subjects who knew of the children's Museum, 31 knew that it was located in Cage Park and the remaining 33 responded with an incorrect answer. Thus out of the total Hamilton population approximately 12.4% knew of the Cage Park site of the Children's museum/ As in the case of the Military Museum, there is obviously some work to be done in increasing this area's awareness of the location of this site.

Table 4

Awareness of the Location of
Hamilton's Historical Site

	Number of Individuals Aware of the Site	Number of Individuals Giving Correct Response	Number of Individuals Giving Incorrect Responses
Military Museum (#6)	90	31	59
Whitehern (#7)	126	62	64
Children Museum (#8)	64	31	33

	Percentage of Individuals Aware of Site	Percentage of Those Aware That Gave Correct Response	Percentage Giving Incorrect Response	Percentage Giving Correct Response Out of Total Samp.
Military Museum (#6)	36.0%	34.4%	65.6%	12.4%
Whitehern (#7)	49.2%	49.2%	50.8%	24.8%
Children's Museum (#8)	24.8%	48.4%	51.6%	12.4%

QUESTION #9

Question #9 was used in order to gain some insight into what Hamiltonians though was the main function of historical sites. It was formulated as an open-ended question so as to enable respondents to answer truly in their own words and to express any ideas which they thought pertinent.

The question was designed so that it would lessen the burden of the interviewer. That is, three responses which we thought would probably be given most were written below the question. These responses were : To provide knowledge of the past; to collect and preserve historical artifacts; and to use as a reference source. In this way, if the respondent gives this answer, instead of writing the whole response, the interviewer would just check the box beside the answer. Much room was allotted for other responses in the case that explanations were given.

The interviewers were left much to their own discretion when determining whether or not a person's answer fitted ~~either~~ one of the three preposed responses. However, because of the dissimilarity of these responses, error in segregating responses should be very low. In addition, respondents were allowed to give more than one answer.

The results show that, by far, most respondents thought the main function of an historical site was to provide knowledge of the past. Total, responses numbered 173 (69% of the sample). This may indicate that the Hamilton Historical Board should seek and/or maintain those activities through which the historical sites function of providing knowledge of the past would be better enhanced. In doing so, the risk of conveying inconsistency with the already existing people's perceptions of historical sites will be minimized.

The next highest response made was : to collect and preserve historical artifacts. The total number of responses was much lower than the previous

answer. Seventy-five people thought this was also a main function of a historical site (30% of the total sample). This may suggest that the Hamilton Historical Board should search for, collect, and preserve historical artifacts of particular relevance and group them according to characteristics relative to the historical site under consideration. This again would be consistent with and reinforce what people expect of an historical site.

Many other responses were also given and they are in the table provided. These other responses were not of significant importance but should be noted.

Artifacts	75	30.0
Historical site	17	6.8
Entertainment	12	4.8
Teaching	9	3.6
Interest	8	3.2
Characteristics of site	7	2.8
Place to take family and friends	5	2.0
To get away	3	1.2
Heritage	2	.8
To be moving	1	.4

*Note: Total percentage is above 100% due to multiple responses

Table 5

Purpose of Historical Sites

Question 9:

What do you see as the main function of a historical site?

Main Function of an Historical Site	Total Number of Responses	Percentage
Provide knowledge of the past	173	69.2%
Collect and preserve historical artifacts	75	30.0
Reference source	17	6.8
Entertainment	12	4.8
Tourism	9	3.6
Interest	8	3.2
Characteristic of City	7	2.8
Place to take family and friends	5	2.0
To get money	3	1.2
Heritage	2	.8
To be boring	1	.4

*Note: total percentage is above 100% due to multiple responses

QUESTION #10

The purpose of this inquiry was to determine individual's awareness as to the funding of museum. It was an open ended question and no prompting was done by the interviewer.

As you can see by the figures 77% of the respondents believe that museums and historical sites are funded through Government grants. This is consistent with attitudes held by the general public, that public institutions be they libraries, Art Galleries or museums are funded by the public. Comments such as "Well the taxpayers pay for it", "From us - through the government" were heard by the interviewers.

However, since the question was open ended, it was up to the interviewer to make a judgement as to which category was the respondent's answer. For example if the respondent mentioned gift shop revenues as part of the funding for the museum the interviewer would classify the response as admission Revenue.

The next highest response was Admission Revenues. Not many respondents gave admission revenues as their first response, however. Most list it second to Government subsidies and this was only after the interviewer pressed the matter, asking the respondent if he or she believe if there is any other way a museum acquires money.

Similarly with Private Grant and Donation. Not very many respondents ranked this type of funding as first in their list.

TABLE 6

Question #10:

Where do these historical sites get their financial aid from?

	Number of Individuals	Percentages
Government Subsidies	193	77.2%
Admission Revenues	94	37.5%
Private Grants and Donations	86	34.3%

QUESTION #11

Question 11 was not included in our analysis for various reasons. The reasons can be found in the Evaluation section of this paper.

QUESTION #12

The purpose of Part #12 of our questionnaire is to determine the primary characteristics of a museum and their relative importance.

The research group undertook this task by preparing an initial list of museum qualities from a test sample of friends and fellow students. This list of 25 museum characteristics was reduced to 11 factors by a panel of six group members. The characteristics chosen were those that most influenced a visitor to a museum and that might encourage him to return for subsequent visits.

With these 11 factors some measure of relative importance was necessary to rank order their effectiveness. These qualities were described as either: very important, important, of little importance or no importance, and the Hamilton test market was asked to choose the phrase that most accurately described their feelings.

The following chart is a percentage summation of the resulting subject responses.

The chart provides some clear cut conclusions and some less decisive information.

Table 7

Question 12:

Do you feel that ----- is a very important feature of a museum, an important feature of a museum, of little importance to a museum, or of no importance to a museum?

	Very Important	Important	Of Little Importance	No Importance	Total
low admission price	74	94	47	23	238
transportation system; easily accessible	103	114	21	3	241
eating establishments	21	47	93	64	225
gift shops	14	66	77	80	237
exhibits in an exciting way	137	77	16	7	237
open at convenient hours	58	120	47	12	237
friendly and know- ledgeable tour guides	155	65	15	2	237
public actively participates	47	86	69	34	236
change often enough	42	92	68	34	236
artists & craftsmen	60	87	66	24	236
special interest groups	41	95	66	32	234

Table 8

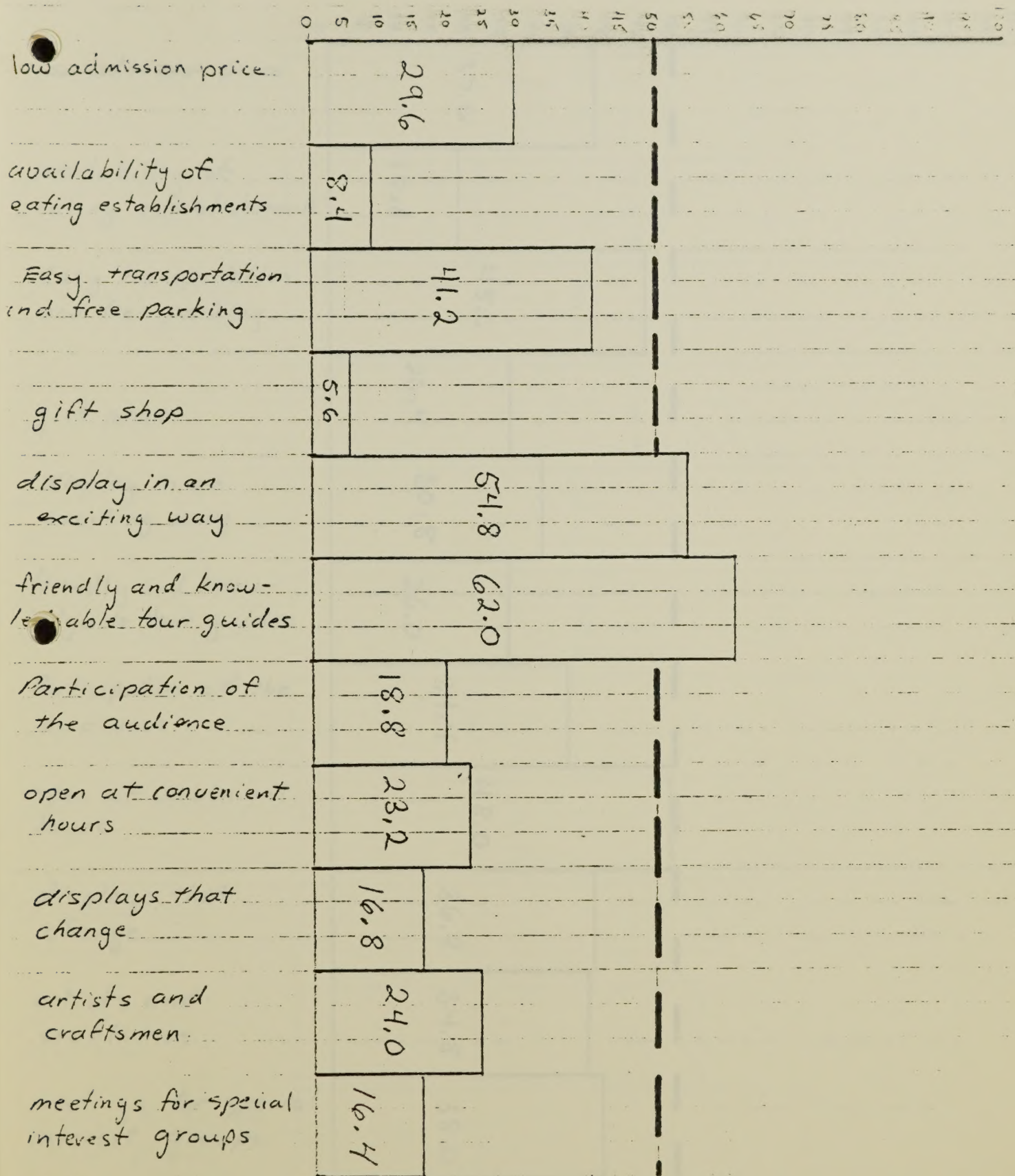
Question 12:

...continued...

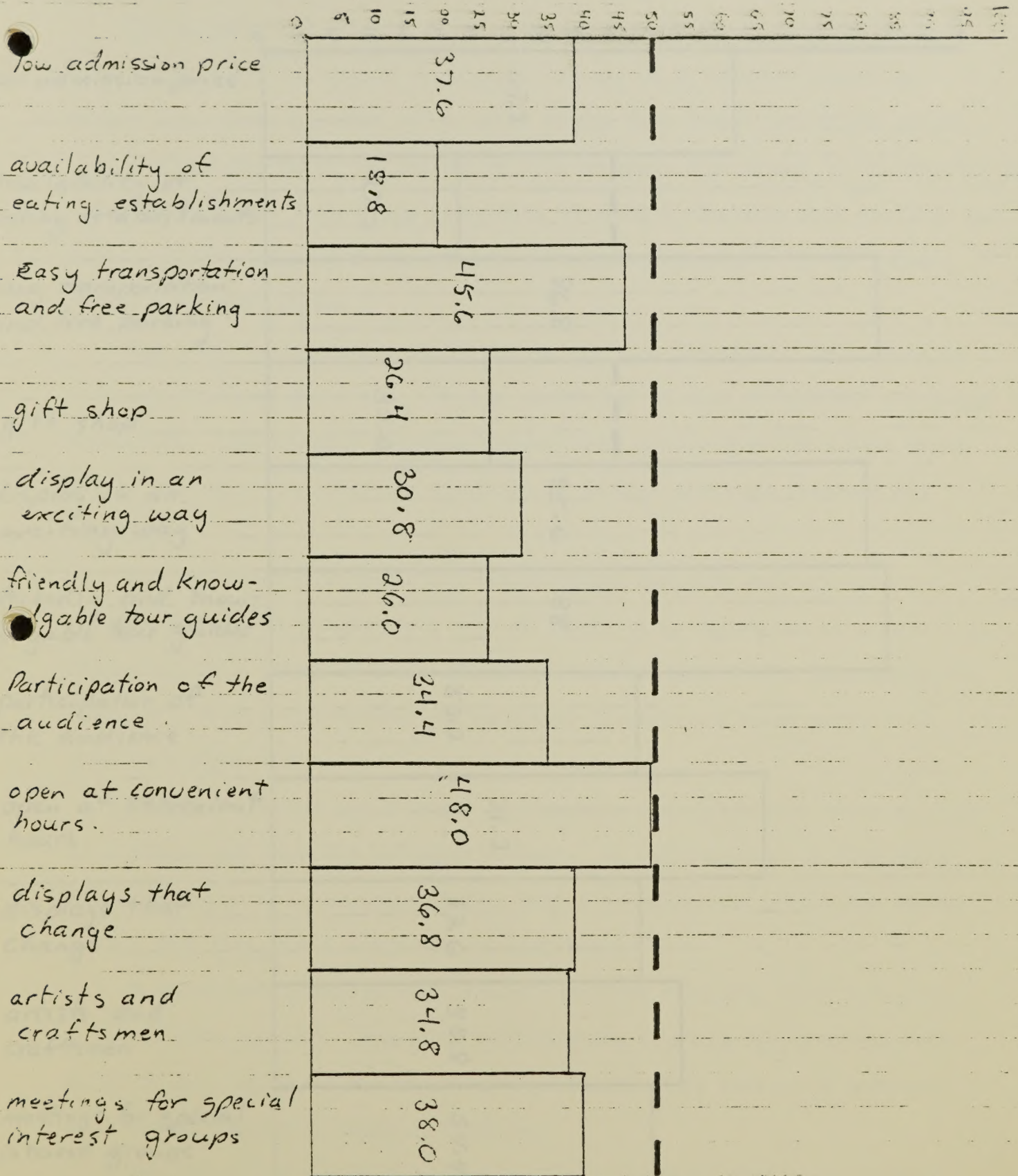
Response In Percentages

	Very Important	Important	Of Little Importance	No Importance	No Response
low admission price	29.6	37.6	18.8	9.2	4.8
transportation system; easily accessible	41.2	45.6	8.4	1.2	3.6
eating establishments	8.4	18.8	37.2	25.6	10.0
gift shops	5.6	26.4	30.8	32.0	5.2
exhibits in an exciting way	54.8	30.8	6.4	2.8	5.2
open at convenient hours	23.2	48.0	18.8	4.8	5.2
friendly and know- ledgeable tour guides	62.0	26.0	6.0	.8	5.2
public actively participates	18.8	34.4	27.6	13.6	5.6
change often enough	16.8	36.8	27.2	13.6	5.6
artists & craftsmen	24.0	34.8	26.4	9.6	5.2
special interest groups	16.4	38.0	26.4	12.8	6.4

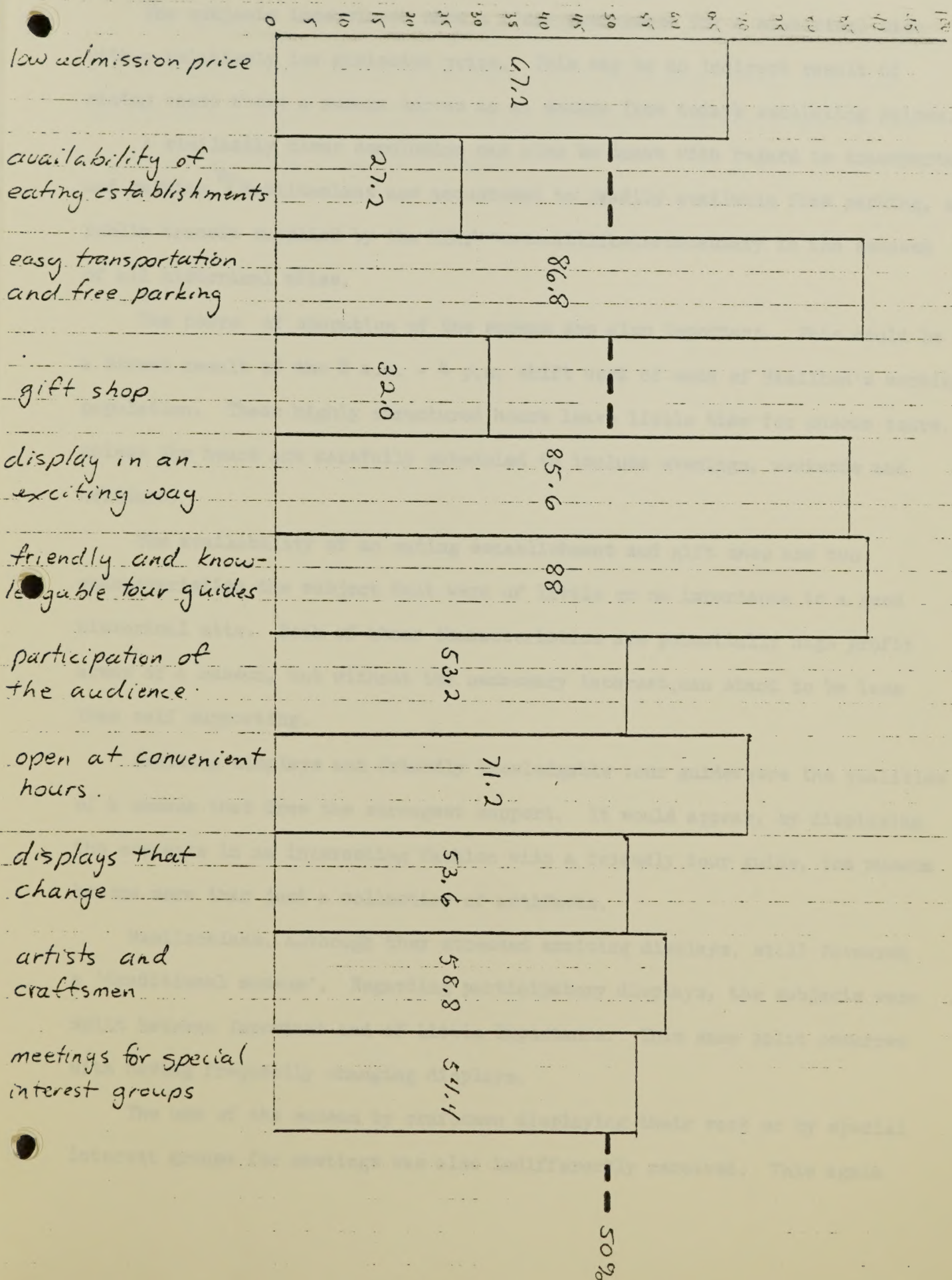
27-
Percentage who answered very important.



Percentage who answered important



percentage who answered very important and important (cumulative)



The subjects interviewed show a clear preference for a historical site with a relatively low admission price. This may be an indirect result of rising costs where a museum serves as an escape from today's escalating prices.

A similarly clear conclusion can also be drawn with regard to transportation and parking. ^{As} Hamiltonians are accustomed to readily available free parking, and public transit supplied by the HSR, these are attributes necessary to the success of all historical sites.

The hours of operation of the museum are also important. This could be a direct result of the 8 a.m. - 4 p.m. shift work of much of Hamilton's working population. These highly structured hours leave little time for museum tours, unless the hours are carefully scheduled to include evenings, weekends and holidays.

The availability of an eating establishment and gift shop are two characteristics the subject felt were of little or no importance to a good historical site. Both of these characteristics are potentially high profit areas of a museum, but without the necessary interest, can stand to be less than self supporting.

Exciting displays and friendly knowledgeable tour guides were the qualities of a museum that drew the strongest support. It would appear, by displaying the contents in an interesting fashion with a friendly tour guide, the museum become more than just a collection of artifacts.

Hamiltonians, although they stressed exciting displays, still favoured a 'traditional museum'. Regarding participatory displays, the subjects were split between Important and of Little Importance. This same split occurred with having frequently changing displays.

The use of the museum by craftsmen displaying their work or by special interest groups for meetings was also indifferently received. This again

reconfirms Hamilton's traditional role of the museum.

In conclusion, a Hamilton Historical Site which offered exciting displays, with a friendly knowledgeable tour guide, at a reasonable price, with easy transportation access, and adequate visiting hours would accurately fit the evaluative criteria of our test subjects.

QUESTION #13

In question #13, we attempted to attain further information from the respondent about those features of a museum/historical site deemed to be important. We asked the individual subjects to determine if the Hamilton historical site had the features that they viewed as very important and important (as determined by question #12). Data was tabulated for question #13 and appears in the tables that follow.

The first table indicates to us that 62.5% of those who felt the admission price was an important consideration, felt that the historical sites of Hamilton area had this feature. Approximately 20% of the population believed that the admission price of the historical sites were not low. Thus it appears that there is no cause for concern on the Board's part that the price is too high, or that people perceive it to be too high. In addition, it only ranks 5th on the list of important attributes of the Average Hamiltonian.

Each percentage on the first table can be analyzed in the same way. As can be noticed from this table only 44.3% of these people regarded the historical sites of Hamilton as having exciting exhibits and if this is cross-referenced with question #12, it is seen that 85.3% of the population thought this was "at least", an important feature. Thus it is recommended that the Board must do something in either "displaying the exhibits in a more exciting way" or change people's perceptions of this fact.

Only 19.5% of the population felt that Hamiltonians sites actively encouraged participation but once again over 53% of the Hamiltonian population felt it as an important feature. Likewise, under 9% of the population felt that the four historical areas in Hamilton had exhibits that changed often enough, but it is also noticed that over 53% of the population felt this feature was important. Thus this would seem to indicate that the Board give

additional consideration towards designing exhibits that change frequently and allow the public to participate in their functioning. Other figures seem to indicate little about additional change that could be made.

Response (in absolute figures)

	Yes	Don't know	No	Total
Low admission price	103	33	33	169
transportation system easily accessible	103	33	33	169
existing establishments	37	10	33	80
gift shops	35	13	23	71
open air convenient areas	113	13	23	149
friendly and knowledgeable guides	137	33	33	203
public actively participated	33	33	67	133
change often enough	13	33	53	99
entirely a waste	33	33	63	129
special interest groups	33	33	43	109
difficult to see anything new	33	33	73	139

Table 9

Question 13:

We would like now to determine whether you think the Hamilton historical sites have these features, (i.e., for every feature you listed as very important or important to a historical sites, we would like to see if you consider Hamilton sites to have those features).

Response (in absolute figures)

	Yes	Don't Know	No	No Answer	Total
low admission price	105	23	33	7	168
transportation system; easily accessible	153	35	21	8	217
eating establishments	57	10	31	-	98
gift shops	35	18	23	4	80
open at convenient hours	115	24	28	11	178
friendly and knowledgeable tour guides	137	39	29	15	220
public actively participates	26	38	67	2	133
change often enough	12	36	66	20	134
artists & craftsmen	22	36	69	20	147
special interest groups	39	38	45	14	136
exhibits in an exciting way	95	44	72	3	214

Table 10

Question 13 . . .

...continued...

Responses (in percentages)

	Yes	Don't Know	No	No Answer	Total
low admission price	62.5	13.6	19.6	4.1	100
transportation system; easily accessible	70.5	16.1	9.6	3.6	100
eating establishments	58.1	10.2	31.6	-	100
gift shops	43.7	22.5	28.7	5.0	100
exhibits in an exciting way	44.3	20.5	33.6	1.4	100
open at convenient hours	64.6	13.4	15.7	6.1	100
friendly and know- ledgeable tour guides	62.2	17.7	13.1	6.8	100
public actively participates	19.5	28.5	50.3	1.5	100
change often enough	8.9	26.8	49.2	14.9	100
artists & craftsmen	14.9	24.4	46.9	13.6	100
special interest groups	28.6	27.9	33.0	10.2	100

Table 11

Question 13

...continued....

Response Percentages from the
Total Sample of 250

	Yes	Don't Know	No	No Answer	Total
low admission price	42.0	9.1	13.2	2.7	67.0
transportation system; easily accessible	60.9	13.9	8.3	3.1	86.2
eating establishments	15.8	2.8	8.6	-	27.2
gift shops	14.0	7.2	9.2	1.6	32.0
exhibits in an exciting way	37.9	17.5	28.7	1.2	85.3
open at convenient hours	46.0	9.5	11.1	4.3	70.9
friendly and know- ledgeable tour guides	54.7	15.6	11.5	6.0	87.8
public actively participates	10.4	15.1	26.7	0.8	53.0
change often enough	4.7	14.4	26.4	8.0	53.5
artists & craftsmen	8.7	14.3	27.6	8.0	58.6
special interest groups	15.5	15.2	17.9	5.5	54.1

ANALYSIS OF OPEN-ENDED ANSWERS TO QUESTION 13

a) Admission Price:

Answers supplied by most respondents suggested that most were satisfied with the admission prices at Whitehern, Dundurn Castle and the Military Museum. A vast majority of respondents also suggested that some of the sites should provide free admission. A few individuals commented on the fact that there was little to see at Dundurn Castle and thus the price was not justified. In addition, many people said they had no idea of the prices.

b) Transportation System and Parking:

There is a general consensus that Dundurn Castle has very good parking facilities. However, many individuals commented on the poor parking at Whitehern, and the fact that parking at the Children's museum was not free. Again, many individuals said they had no idea of what the parking facilities were like. Some individuals stated that bus transportation was very useful when going to the sites.

c) Eating Establishments:

Many people knew that Dundurn Castle had an eating establishment. However, the vast majority of people had no idea if food was available at all four sites. One individual commented that the food at Dundurn was much too expensive.

d) Gift Shops:

Few people knew of the existence of gift shops. Many could not say which of the sites, if any, had a shop. Most seemed pleased with Dundurn Castle's gift shop. But many also complained about the poor selection of items to buy.

e) Exciting Exhibits Displayed:

Most people commented that the displays at Dundurn, Whitehern and the Military Museum were very interesting. In most cases it "makes you feel like you were back in those old days", Almost the same number of people, however, commented that the displays were very poor. Most considered Dundurn a place with just old furniture.

f) Convenient hours:

The vast majority of individuals were very pleased with the hours at all four historical sites. A few suggestions were made to keep the sites open later at night and to keep them open on some holidays.

g) Friendly and Knowledgeable Tour Guides:

Almost all the people who visited Dundurn Castle had nothing but praise for the tour guides. Comments included: they were excellent; helpful; they answered all my question; young and enthusiastic; pleasant. A few did have negative impressions of the guides and these stressed the fact that they sounded like recordings.

h) Actively Participate:

Most respondents agreed that there was no active participation in the displays except for the Children's Museum. Many people stressed that this was an area that needed definite improvement.

i) Displays Change Often:

Most respondents agreed that the historical sites displays (Dundurn Castle; Military Museum and Whitehear) were very static. But then many people also did not know whether or not they changed often since most of them had never been to any of the historical sites more than once.

j) Artists and Craftsmen:

A few individuals commented that Dundurn Castle had bakers and a heritage

day other craftsmen were there. Visitors of the Military Museum, Whitehern and the Children's Museum said that there were none at these sights.

k) Meetings for Interest Groups:

Most people had no clear idea of whether meetings were held at the sites and if they were, at which site in particular. Most people thought it was a good idea.

QUESTION #14

This question was designed to discover what type of museum the respondent is interested in attending.

This question however, can only be taken as an indication of the respondent's behaviour. Even though it was posed in such a way as to predict the respondent's behaviour (i.e. "would you be interest in going" rather than "Do you think a _____ museum is a good idea?"), no one to one inferences should be made. By this we mean, though people said they would be interested in going to an Arts and Crafts Museum, it is highly unlikely that every one of those respondents will attend an Arts and Crafts Museum if one opens up in the city.

By far the most popular response was Arts & Crafts. This could be a reflection in people's lifestyle today. Since more leisure time is available more people have taken up hobbies, one which could be arts and crafts.

However, the positioning of the responses may have had an inference on the response, due to the primacy and recency effects. The last choice mentioned (before 'other') was Arts and Crafts. There is a slight possibility that the respondent may not have given much thought to the question, answering Arts & Crafts for the sake of answering the question; he or she may not have recalled the other two choices and did not feel they wanted to take time to think up a 'other' response. The latter reason could be due to a number of factors. Since the questionnaire was a mite too long for a telephone interview, the respondent may have felt he wanted to get the interview over with.

-43-
TABLE 12

Question #14:

The Hamilton Historical Board is considering setting up a new museum in the Hamilton. area. What topic of interest would you like to see as the theme for this development?

Would you be interested in going to an

- Industrial Museum
- Cultural/ethnic Museum
- Arts and Craft Museum

	Number of	
	Individuals	Percentages
Industrial	81	28.9%
Culturan/Ethnic	96	34.3%
Arts & Crafts	103	36.8%
<u>Others:</u>		
Antique Cars	1	1.9%
Canadian Museum	2	3.8%
Zoo	11	21.1%
Musical	2	3.8%
Natural History	1	1.9%
General Museum	1	1.9%
Arena	6	11.5%
Education (old schools)	1	1.9%
Football Museum	1	1.9%
History of Hamilton	4	7.7%
Archeology	3	5.8%
Famous People	1	1.9%
Sports	2	3.8%
Antique Furniture	1	1.9%
Hot Rod Museum	1	1.9%
Minor Hockey Museum.	1	1.9%
Indian & French Canadian	2	3.8%
Don't want anything	9	17.3%

RECOMMENDATIONS

The final analysis of our questionnaire seems to indicate that the major problem facing the Hamilton Historical Board is "awareness". The first objective should be to increase awareness through greater media exposure and through appealing to the features that Hamiltonians feel are important. When this increased awareness occurs, we would expect that the rate of visitorship also would increase as shown in our analysis of question #5.

Below are possible suggestions for increasing the level of awareness of individuals:

- 1) Since a large percentage of the Hamiltonian population is made up of ethnic minorities we felt it necessary to appeal to this very large segment. What we would suggest is that during the winter time, specific weekends be set aside for different ethnic minorities. The Board could advertise in the local ethnic newspapers and in the Spectator as to what weekend it was. For instance, one weekend could be set aside as "Italian Weekend" whereby Italians could get a tour through the Castle in their native language. In addition, there could be discounts on that weekend for the nationalities that is being honored. A promotional message could be placed in the local ethnic newspaper in the language of the nationality being appealed to. Now, there is a problem with obtaining tour guides who speak the individuals' language, not so much for Italian, but for other nationalities like Germans, Ukrainians etc. We are convinced that these members would be willing to provide one member who could learn about Dundurn from one of the other tour guides and then lead their own tours through in their native language.

An additional reason why we feel that appealing to these ethnic groups in this way, would be that the home of Sir Alan McNab an Anglo-Saxon "aristocrat" would not be totally appealing to these individuals who are mostly from middle

lower income ethnic families. One needs something to connect these two seemingly contradictory images. Thus, the Board could declare each week a special weekend for each group and as such increase both awareness and hopefully visitorship.

2) Another suggestion we would make to the Board would be that they introduce a host of outdoor winter activities around the Castle on Thursday, Friday and Saturday nights throughout the snowy season. Such activities could include old fashioned rides in horse-drawn sleighs (providing there is enough area to travel around on) old fashioned snowshowing, etc. These could be family-oriented activities. In addition, inside the Castle one could have an old fashioned taffy pull and some egg nog and hot chocolate. All these activities could be run by tour guides in their old fashioned attire. It might seem a good idea to have all the kiddies gather around to listen to a story and with this old setting this type of activity may become very popular. Of course, also included in this program would be a tour of the castle.

Now, as in any proposals, we would have to evaluate the costs of such a project. Indeed it would cost substantially more to run these activities and to keep the Castle open at night and, as appears in our evaluation of question 12, actually participating in a museum is not important to the Hamilton population, but as a personal bias, we feel that possibly a "historical site" has an image of something static, something where you do not touch anything under any circumstances. Thus with this type of proposal we may be able to increase visitorship during the winter season.

3) Our third suggestion would be to have a gala Halloween ball in which prominent Hamiltonians are invited to dress up in costumes like the McNab family would have dressed up back in the 19th century. With such an affair, one could charge a price that would ease the costs of the event, and in addition to this awareness that Dundurn Castle is a winter spot as well as a summer spot, would be portrayed by the media coverage of the event.

- 4) Another winter event could be a Snow Queen contest like they do in the Quebec Winter Carnival. This activity could be used with recommendation #2 or as a separate recommendation. The Historical Board may decide even to have a "Dundurn Castle: Old Fashioned Winter Carnival" which could go on around Christmas time, maybe stretching over the period of two weeks.
- 5) Another suggestion would be one in regards to the actual ~~open~~ operation of this historical site. We would recommend to the Board that a cost/benefit analysis be done to determine the feasibility of shutting down the Castle on Monday, Tuesdays and Wednesdays. The cost savings that would be realized would be in regards to expenses incurred during the operating of this site. During Thursday and Friday the sites could be opened at nights and the Board may be able to use students at a cheaper hourly rate than they could full-time employees. It appears as if at the present time being opened 1 p.m. to 4 p.m. is of no use as the heads of the households will be working and most children will be attending school. Thus the only people they could be attracting would be the odd tourist, and the school children who come as a result of a school trip. Within the context of this proposal, school trips could be scheduled all day Thursday and Friday and if need be ^{on} another day. Obviously there are many factors that must be considered when analyzing such a drastic proposal but we feel that serious thought should be directed towards such an idea. As a result of question #12, in our survey, it appears that the hours a historical site is opened is a very important feature to most of the Hamilton population.
- 6) In addition, the Board could suggest to CHCH TV that possibly Dan Maclean's Midday show be presented from Dundurn Castle which would increase the site's awareness during the winter months. In addition, ^{for} several years now the television station has been presenting pictures of various sites around the Hamilton region, which are flashed on the screen between programs when the station is being

identified. Many respondents from our questionnaires, mentioned they saw Dundurn Castle and Whitehern on these flashes between the programs. Thus it might be valuable for the Board to attempt to influence CHCH TV to put on pictures of Dundurn Castle (winter scene) and also the various other historical sites during the year.

7) One of the suggestions we would make for the Children's Museum would be to have children's concerts on Sunday nights (early) during the summer. After all on most summer nights there are concerts on at the main bandstand in Gage Park and perhaps one may be able to encourage some kind of connection between the events at the main bandstand and the Children's Museum. You could also have a puppet show at the Children's Museum on these nights too. In this way this site may be able to attract a larger number of kids.

8) Suggestion number eight would be to adopt some kind of program where Dundurn Castle and the Military Museum are all part of one big promotional campaign, wherein there is one discount price that covers the price of admission to Dundurn Castle and the Military Museum. In this way individuals who had to pay to go into Dundurn would be in a position to say, "well I might as well go to the Military Museum while I'm here because it's only X number of dollars or cents more in price."

9) Another idea to promote Dundurn Castle in the wintertime would be to get in touch with the bus lines and arrange tours whereby various groups can go on a tour that would show them all the Christmas lights in the city and end up with a visit to Dundurn Castle. Once again this proposal would mean that the Castle would have to be open at night, but this type of outing may be very appealing to senior citizens groups. In addition, a bus tour would fit in perfectly with people's desires for easy transportation. That is, from question #12 we determined that easy transportation and free parking were very important

attributes that historical sites should have. Thus the tours could stress the fact that there will be no transportation or parking worries.

10) To increase visitorship to the Military Museum, it may be a good idea to have groups like the Royal Hamilton Infantry march near the site or if they have a band to play at the Military Museum.

11) Another proposal we would put forth would be designed to attract visitors during the school break. We expect that many parents would be happy to see their kids kept busy and "out of their hair" during the break. With this in mind the Board may consider offering a package whereby for two or three days during the break period there would be tours of the four historical sites. What we would propose doing is hiring a high school student etc., to take a group of ten or twelve children and they would say go to Dundurn Castle and the Military Museum for a day and then the next day to Whitehern and the Children's Museum. The high school students could be paid a minimum wage.

12) In conjunction with recommendation #6, it is our opinion that the Historical Board make better usage of the media, channels available in the City of Hamilton. This includes not only CHCH, but also the Spectator and various radio stations. This recommendation is based on many of the open-ended responses provided by the test subjects in question #13. Here, many of the respondents claimed to have heard or read of various events occurring at these sites either through reading the newspaper or listening to a local radio station. These media channels exist, with their target market mainly being the City of Hamilton and thus it is well advised that the Historical Board consider making full usage of these available channels.

13) Answers have also been supplied such that we have concluded that it may be to the Historical Board's benefit to consider doing a further research study on promoting their sites through the Hamilton education program, most notably the

elementary schools. It must be emphasized here, that by no means should a program of this sort be implemented until a more in-depth study has been undertaken. A program of this sort might include talks by the curators of different sites, films, etc. It was felt, by many that if the children of Hamilton were educated in such a manner as to the history of their city, they may in turn influence parents on taking them on initial or return trips to the sites because their interest had been so aroused at school. Children are excellent persuaders and besides that, it seemed evident from the study that no parent wished to deny their child of an educational experience. In conjunction with this idea of persuasion is that of influencing the opinion leaders in the school. It is often the case whereby, if the children in Grade 7 know of or heard that the children in Grade 8 had gone to one of the sites, they may wish to go as well, just so they can remain as close to the Grade 8 kids as possible. Thus this seems to be an area of extreme interest; both on the part of those tested as well as the group members.

14) Use of a larger sign at the Whitehern property.

SUGGESTIONS AND COMMENTS ON PROMOTIONAL MATERIAL

Upon examining the pamphlets that are currently being circulated by the Hamilton Historical Board we found areas in which we felt, improvements could be made. The changes we are suggesting are based upon our own subjective beliefs about the material and in no way have been derived from answers from the respondents.

Before beginning a discussion of the promotional material provided by the Hamilton Historical Board, one point must be clarified. That is, we have no knowledge of which pamphlets were provided at the historical site itself (i.e. to the paying visitors) or were used as promotional materials. This distinction must be made because different strategies must be used to effectively utilize the pamphlets given the situation they are required for.

Dundurn Castle Brochures:

Exhibit (a) provides us with an excellent floor plan of Dundurn Castle along with a very brief history and other events. If this brochure is used as a promotional pamphlet it is very poor indeed. It is very bland, and thus is not very informative. Few if any people would read through the pamphlet examining where all the rooms are located.

If however, this pamphlet is provided to customers who enter the Castle, it provides them with a very good perspective of what they will be seeing. It may increase the anticipation of the visitors in that it may make them try to develop in their own minds what a particular room looks like before they enter it.

Exhibit (b) is another pamphlet about Dundurn Castle. Although the brochure has colourful, entertaining photos of the Castle and its interior, we felt that much more could be done. Rather than presenting a solely informative theme in this brochure, it would be more appropriate to appeal to the interest and

etc., to be provided and displayed at points exposed to children, with a take home brochure available. The take home brochure should be orientated towards the adult. We felt that the present Hamilton Children's Museum Brochure was confusing. It does not give any idea of what the Children's Museum is - and although it does arouse some interest, we felt that it should be more informative. It should inform the adult of what is going on, how it is relevant for the child, whether supervision is available, and whether the child must be accompanied by an adult.

Exhibit (e) concerns the brochure about Whitehern. The brochure itself has many faults. It emphasizes the history of the McQueston family and says very little about the house itself. It gives no idea to the reader what he will be seeing if he visits the house. The pamphlet in exhibit (b) provides more information about Whitehern than does this pamphlet. Providing pictures also gives potential visitors a good idea of what they will see if they come to the house.

It may be possible however, that this pamphlet is not used for promotional purposes but rather is given to people upon entering Whitehern. In this case it would be an excellent idea to provide this sort of background on the family. However, as a promotional brochure, it fails miserably.

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SUGGESTIONS FOR FURTHER RESEARCH

During the course of completing this study, there arose many suggestions which had been supplied by various members of the study group, as to possible alternative research methods, procedures etc. The following is a brief outline of some of the suggestions.

- 1) To conduct the same study; but instead, this time, segment the Hamilton population in respect to such demographic variables as income, age and sex. The level of inquisitiveness was high among many members to find out if Hamiltonian's awareness and perceptions differ when classified by any of the variables. If such proved to be the case, it was felt that this would be of tremendous assistance to the Historical Board when they attempt to rectify the present situation. A study of this kind would involve different target segments, media channels and most importantly, a different market strategy. For example, if it was discovered that Hamiltonians from upper social classes were less aware of the historical sites than the lower social classes, then a specific marketing and communication strategy would have to be designed such that it would be directed specifically towards this target segment.
- 2) Another area of curiosity that surfaced, was the posed question: "Are people who answered the questions different from those who did not supply answers and what outstanding factors distinguish the two groups." This would involve a complete re-design of the questionnaire and method of inquiry. A study of this kind would result in a much different set of recommendations and marketing strategy being presented. This would be due to the unique target segment being examined.
- 3) It may have proved beneficial to question the subject as to whether or not, outings to the historical sites constituted a family trip or not. The reasoning behind this is often that if the children in the family went to these places as

a result of a school trip, the parents may not wish to be bothered with going again. Subsequently, results from this information would lead to the development of a novel as well as a definite promotional strategy.

4) It was suggested that it may be of value to test the attitudes and perceptions of Hamilton's Board of Control and aldermen.. In this way we would be able to determine whether these politicians knew to what they were delegating the taxpayer's funds to. If this study indicated that a substantial portion of these individuals were not aware of the sites or their functions, this may provide the Hamilton Historical Board with very pertinent information. That is, by providing these politicians with more information, it may be possible to obtain more funds from them. However, one must be careful, for this policy could backfire because with the economic situation as it is now, the municipal politicians may decide to cut the budget rather than increase it, if the information presented does not meet up to their expectations.

5) Finally, we all felt that it would be most appropriate for the Hamilton Historical Board to consider conducting some form of after-test. This should provide them with available information and statistics as to whether or not their selected line of action proved to be the correct one. An after-test for a study of this kind, we felt, should be conducted within a year of the implementation date of the chosen marketing strategy. The reasoning behind the selection of the deadline of a year, is that it is only people's awareness that we are out to increase, not their attitudes. This is, because it is felt, that the historical sites are the ones that have to be altered so as to meet the needs and attitudes of the Hamilton population and not the other way around.

EVALUATION

Several problems and areas of restraint come immediately to mind when we all met to evaluate our term paper. The most prominent problem we encountered was that of time. It was because of this time factor that we were unable to carry out the study in the manner we have initially wished to. That is, personal interviews had to be substituted with telephone interviews. The reason behind this modification was two-fold: 1) the work-load and class schedules of the group members made it impossible for all members to be involved in personal interviewing at the same time and 2) due to the size of the sample that we wished to obtain in order that we would obtain a representative sample of the city of Hamilton, the personal interviews would have taken too long to complete in the limited time we had available.

Again, due to limited time, we were only able to conduct our pre-test within the university premises. We had anticipated no problems in this respect as it was only our intention to obtain some of the most important features that they deemed necessary to maintain a good historical site. What we had not anticipated were the problems in some of the comprehension involved in the questionnaire. Upon arriving at the final draft of the questionnaire we once again tested it out on a few individuals at the university. We realized that this was not a proper means of testing the clarity of the questionnaire but due to time constraints we felt it was better to test it out on these people than not to test it out at all. What we should have tested the questionnaire out on was a small (eg. 10), random sample of Hamiltonians. In this small test we were able to draw suggestions and recommendations from the people surveyed such that a few revisions were made.

In conjunction with this time factor existed problems with the study itself. Firstly, we concluded that there were too many historical sites to be examined and as a result, the questionnaire that was developed had to be designed in a general nature to be able to incorporate all four historical sites. This in itself

presented problems in that a few of our questions proved difficult to answer because what may have applied to one historical site often did not apply to the others. Thus as a result, people were given general answers, not specific ones, which would have been more appropriate to analyze and draw recommendations from. If instead we had been able to study one historical site, the questionnaire could have been narrowed down and specific answers be supplied. Secondly, the study contained objectives that were too broad. This presented problems in drawing up the questions that had to both satisfy these general objectives as well as to be applicable to the four historical sites.

There was another problem that arose but was not revealed until the actual interviewing took place and that was, the educational level of those previously tested was much higher than those actually involved in the interview sample. Consequently, the person who was conducting the interview had to explain or define what was meant by a few of the words. Most notably this involved the following "ambiguous words"; "exciting"; "frequently", and "craftsmen and artists". Each person has a different connotation of the meaning of the above words and thus the answers to the questions that had incorporated those words were answered in varying degrees. We should have substituted those words with neutral ones that could be interpreted in only a set way, but this was discovered too late into the study to be corrected.

Another confusion that was discovered during the interview phase of the study that had not been anticipated to present a problem, was the use of the 'dummy' historical site, namely "Lord Jackson's House". Too many people, we felt, when asked if they had heard of "lord Jackson's House" over the phone, distorted the name due to the noise and pronunciation of the word such that they instead heard "lloyd Jackson" thus confusing the two i.e. Lord Jackson; a non-existent person in the Hamilton area and Lloyd Jackson; the former mayor of Hamilton whom we assumed all Hamiltonians knew and heard of. This confusion lead to a

substantial number of people answering that they had heard of Lord Jackson's House. Possibly it would have sufficed to just have changed Lord Jackson to something like Sir or Duke Jackson. This would have had to have been further analyzed in order to properly determine if confusion still would exist thus requiring the entire imaginary historical sites name to be changed or eliminated from the questionnaire altogether.

In an attempt to keep the interview as short as possible, such that in the scheduled time available we could get as many questionnaires answered as possible, a problem arose that had been totally over looked on the part of the people involved in this study. This problem involved the structure and layout of the questionnaire. Because our questionnaire was typed such that it was three pages long and involved both sides of the paper, there resulted many periods of silence between the interviewer and the subject when the interviewer had to stop, turn the page, and re-grasp his thought. This problem was most evident for question for question #12 and #13 where the interviewer had to answer question #13 in a manner that was determined as a result of the answers supplied in question #12. To add to the "flipping of pages" difficulty was that of the sub-parts question #13 not coinciding with the sub-parts of question #12. A more appropriate layout for our desired questionnaire structure would have been to at least have question #12 and #13 on the same side of ^{the} page and to re-structure the subparts such that they coincided in both cases since to put every one of our questions on one page would have proved impossible. Owing to this problem was that the people doing the interviewing got frustrated i.e. flipping the pages back and forth to determine which questions they were or were not supposed to ask in question #13, and so proceeded to ask all the sub-parts in question #13. After the interviews were completed, they simply went back and eliminated the sub-parts that were irrelevant for our purposes. This was not a proper or intended procedure,

as it was our intention to keep the test subject on the telephone for as short a period of time as possible; none-the-less, it resulted in keeping him/her on the phone longer.

It was also drawn to everyone's attention prior to the start of the actual interviewing that an error had been made in regards to question #7. The location of Whitehern had been incorrectly typed as been at the corner of Jackson and Ferguson. The correct location is the corner of Jackson and McNab. Since the error was discovered in time, there arose no problems with that question.

Those people involved in designing the questionnaire knew how they intended the questions to be asked, but in instructing the other members how to do the interview, confusion arose. Whether or not it was just that certain members were ignorant to these instructions because they just did not care or if they simply misinterpreted them, cannot be determined but the effects of the instruction session shone through when it came to complying and analyzing the gathered data. As a result, we had to eliminate question #11 because it had been asked in too many different ways. It was unfortunate that this query resulted, as there was no way in which we could have rectified it.

The last issue we would like to express in this evaluation was that, in the opinion of some of the members in the group, the size of the group was too big. This size factor presented many problems, notably that of contacting and arranging meeting times that were suitable for all those concerned. Subsequently, what had to be done was to sub-divide the work load into sections and distribute those sections to smaller groups of individuals. This resulted in some people doing more work than others with the end result being that some members benefited ^{more} than did others. Although this should not have happened, it none-the-less did occur and since there was no alternative method available to solve the group size problem, the study had to be conducted in the manner so described.

It seems that many problems came about in respect to our questionnaire but it must be noted that some of them resulted as a consequence of the material we had to work with and subsequently were unavoidable. So too can it be claimed in regards to the group problem. Not to leave this evaluation on a sour note, we believe that it can be safely stated that all those involved in this consumer report, prepared for the Hamilton Historical Society, benefited and learned a great deal. As in the case in anything, we learn from our mistakes and it is certain that if any of us are ever involved in a similar study, these mistakes are sure to be recalled and rectified such that even a better study could be conducted.

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